financial assistance under regular plan schemes of the Tea Board for field and factory modernization, the Government has sanctioned an amount of Rs.5.68 crore in the Eleventh Plan to upgrade the Darjeeling Tea Research and Development Centre as a Centre of Excellence.

Boosting measures to the development of retail market

612. SHRIMATI T. RATNA BAI: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that India is the 39th most preferred retail market in the world up from 44th position last year;

(b) if so, the details thereof; and

(c) the incentive and boosting measures being given to the retail market development in the country and to place India in the No. 1 position in future?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) and (b) M/s CB Richard Ellis, a global real estate services company, in its Special Report 2009 Edition titled 'How Global in the Business of Retail', has ranked Indian as 39th among the countries which attract the most international retailers. The ranking has been done on the basis of percentage calculation of all possible overseas retailers (excluding the domicile retailers).

(c) The Reserve Bank of India has issued revised guidelines on lending to priority sector on April 30, 2007. According to these guidelines, retail trade lending includes advances granted to retail traders dealing in essential commodities (fair price shops), consumer cooperative stores and advances granted to private retail traders with credit limits not exceeding Rs.20.00 lakh. The target of total priority sector advances for domestic commercial banks was set at 40% of adjusted net bank credit (ANBC) or credit equivalent amount of off-balance sheet exposure, whichever is higher, while for foreign banks it was set at 32%.

Protecting Indian market from foreign goods

613. SHRIMATI T. RATNA BAI: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the foreign super market chains will break the Indian market;

(b) if so, the comments of the Government thereon; and

(c) the steps taken by Government to protect the Indian market from foreign goods?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) to (c) As per extant policy, Foreign Direct Investment (FDI) is not permitted in retail trade except in "Single Brand" product retailing, where FDI upto 51% is permitted, with prior Government approval and subject to the following conditions:-

(i) Products to be sold should be of 'Single' brand only;

(ii) Products should be sold under the same brand internationally; and

(iii) 'Single' brand product-retailing would cover only products which are branded during manufacturing.

Government has permitted only 52 approvals for Single Brand Retailing until date, since the Policy was approved in February, 2006. The present policy addresses the needs of the brand conscious middle class and young population which is a niche distinct from that catered by the small retailers. The policy is expected to encourage sourcing from India and provide market access to domestic suppliers. The single brand retail outlets are expected to be located in the high street shopping areas or inside shopping malls and attract brand loyal clientele which often has pre-set positive disposition towards the brand. It is therefore not expected to affect the existing small retailers.

Government had further instituted a study on the subject "Impact of large domestic retailers on unorganized retail" through Indian Council for Research on International Economic Relations (ICRIER). Main findings of the ICRIER study are given in Statement (*See* below).

Import of foreign goods is governed as per Foreign Trade Policy 2009-2014, the text of which is available on the website of the Department of Commerce: http://www.commerce.nic.in.

Statement

Findings and recommendations of ICRIER

The real GDP is expected to grow at 8-10 per cent per annum in the next five years. As a result, the consuming class with annual household incomes above Rs.90,000 is expected to rise from about 370 million in 2006-07 to 620 million in 2011-12. Consequently, the retail business in India is estimated to grow at 13 per cent annually from US$ 322 billion in 2006-07 to US$ 590 billion in 2011-12. The study shows:

- The unorganized retail sector is expected to grow at about 10 per cent per annum with sales rising from US$ 309 billion in 2006-07 to US$ 496 billion in 2011-12.
- Given the relatively weak financial state of unorganized retailers, and the physical space constraints on their expansion prospects, this sector alone will not be able to meet the growing demand for retail.
- Hence, organized retail which now constitutes a small four per cent of total retail sector is likely to grow at a much faster pace of 45-50 per cent per annum and quadruple its share in total retail trade to 16 per cent by 2011-12.
- This represents a positive sum game in which both unorganized and organized retail not only coexist but also grow substantially in size.

- The majority of unorganized retailers surveyed in this study, indicated their preference to continue in the business and compete rather than exit.

The Empirical Basis

The study comprised of survey of all segments of the economy that could be affected by the entry of large corporates in the retail business. The findings are based on a survey of 2020 unorganized small retailers across 10 major cities; 1318 consumers shopping at both organized and unorganized retail outlets; 100 inter-mediaries; and 197 farmers. In addition, a "control sample" survey was done of 805 unorganized retailers who are not in the vicinity of organized retail outlets in four metro cities.

Detailed interviews were also carried out for 12 large manufacturers, 20 small manufacturers and six established modern retailers.

The study contains an extensive review of international retail experience, particularly from the major emerging market economies.

Main Findings

Impact on Unorganized Retailers

- Unorganized retailers in the vicinity of organized retailers experienced a decline in their volume of business and profit in the initial years after the entry of large organized retailers.
- The adverse impact on sales and profit weakens over time.
- There was no evidence of a decline in overall employment in the unorganized sector as a result of the entry of organized retailers.
- There is some decline in employment in the North and West regions which, however, also weakens over time.
- The rate of closure of unorganized retail shops in gross terms is found to be 4.2 per cent per annum which is much lower than the international rate of closure of small businesses.
- The rate of closure on account of competition from organized retail is lower still at 1.7 per cent per annum.
- There is competitive response from traditional retailers through improved business practices and technology upgradation.
- A majority of unorganized retailers is keen to stay in the business and compete, while also wanting the next generation to continue likewise.
- Small retailers have been extending more credit to attract and retain customers.
- However, only 12 per cent of unorganized retailers have access to institutional credit and 37 per cent felt the need for better access to commercial bank credit.

- Most unorganized retailers are committed to remaining independent and barely 10 per cent preferred to become franchisees of organized retailers.

Impact on Consumers

- Consumers have definitely gained from organized retail on multiple counts.
- Overall consumer spending has increased with the entry of the organized retail.
- While all income groups saved through organized retail purchases, the survey revealed that lower income consumers saved more. Thus, organized retail is relatively more beneficial to the less well-off consumers.
- Proximity is a major comparative advantage of unorganized outlets.
- Unorganized retailers have significant competitive strengths that include consumer goodwill, credit sales, amenability to bargaining, ability to sell loose items, convenient timings, and home delivery.

Impact on Intermediaries

- The study did not find any evidence so far of adverse impact of organized retail on intermediaries.
- There is, however, some adverse impact on turnover and profit of intermediaries dealing in products such as, fruit, vegetables, and apparel.
- Over two-thirds of the intermediaries plan to expand their businesses in response to increased business opportunities opened by the expansion of retail.
- Only 22 per cent do not want the next generation to enter the same business.

Impact on Farmers

- Farmers benefit significantly from the option of direct sales to organized retailers.
- Average price realization for cauliflower farmers selling directly to organized retail is about 25 per cent higher than their proceeds from sale to regulated government *mandi*.
- Profit realization for farmers selling directly to organized retailers is about 60 per cent higher than that received from selling in the *mandi*.
- The difference is even larger when the amount charged by the commission agent (usually 10 per cent of sale price) in the *mandi* is taken into account.

Impact on manufacturers

- Large manufacturers have started feeling the competitive impact of organized retail through price and payment pressures.
- Manufacturers have responded through building and reinforcing their brand strength, increasing their own retail presence, 'adopting' small retailers, and setting up dedicated teams to deal with modern retailers.

- Entry of organized retail is transforming the logistics industry. This will create significant positive externalities across the economy.
- Small manufacturers did not report any significant impact of organized retail.

Policy Recommendations

On the basis of the results of the surveys and the review of international retail experience, the study makes the following major recommendations:

1. Modernization of wetmarkets through public-private partnerships.
2. Facilitate *cash-and-carry* outlets, like Metro, for sale to unorganized retail and procurement from farmers, as in China.
3. Encourage co-operatives and associations of unorganized retailers for direct procurement from suppliers and farmers.
4. Ensure better credit availability to unorganized retailers from banks and micro-credit institutions through innovative banking solutions.
5. Facilitate the formation of farmers' co-operatives to directly sell to organized retailers.
6. Encourage formulation of "private codes of conduct" by organized retail for dealing with small suppliers. These may then be incorporated into enforceable legislation.
7. Simplification of the licensing and permit regime for organized retail and move towards a nationwide uniform licensing regime in the States to facilitate modern retail.
8. Strengthening the Competition Commission's role for enforcing rules against collusion and predatory pricing.
9. Modernization of APMC markets as modelled on the National Dairy Development Board (NDDB) Safal market in Bangalore.

Making public the terms of agreement with the ASEAN

614. SHRI MOINUL HASSAN: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether Government is considering to sign a Free Trade Agreement with the ASEAN;

(b) if so, the terms of the Agreement and what interest it will serve India by bringing down tariffs on a range of commodities produced in Kerala; and

(c) why Government is not willing to adhere to the demands of healthy democratic practice to make public the terms of the agreement before it is signed?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA MADHAVRAO SCINDIA): (a) India has already signed the Trade in Goods Agreement with ASEAN on 13th August, 2009.